

FIG. 1

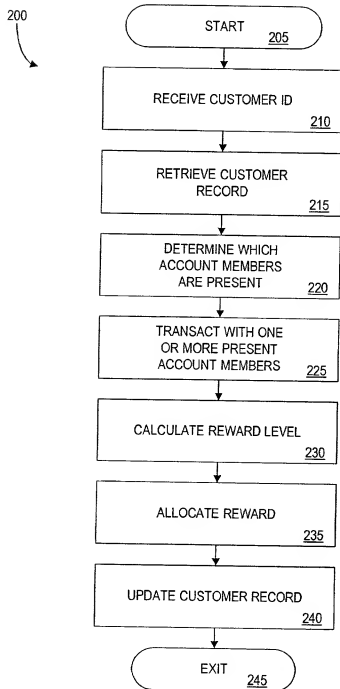


FIG. 2

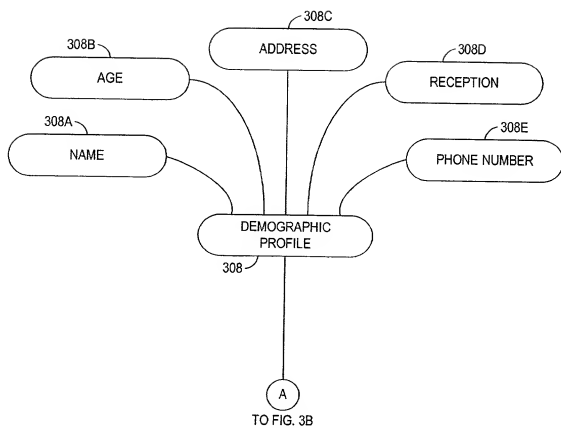


FIG. 3A

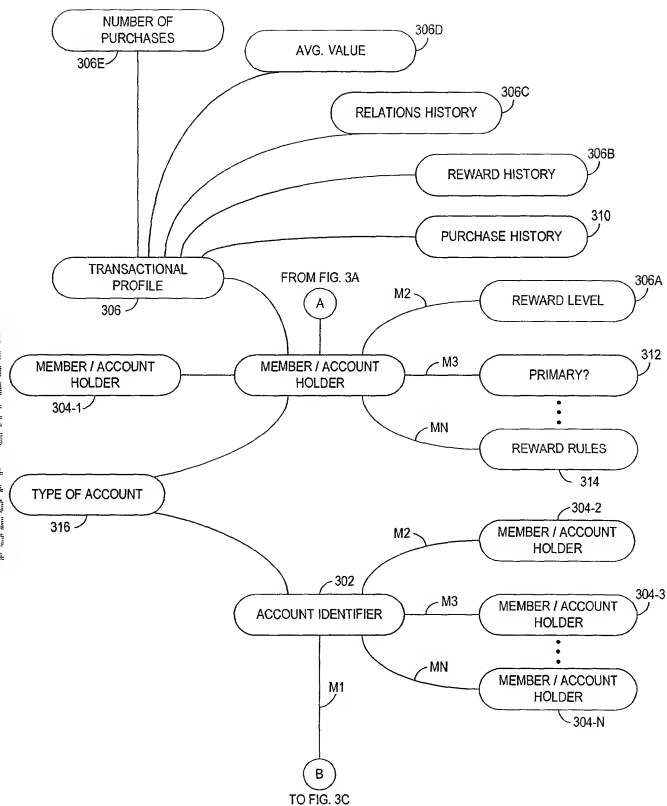


FIG. 3B

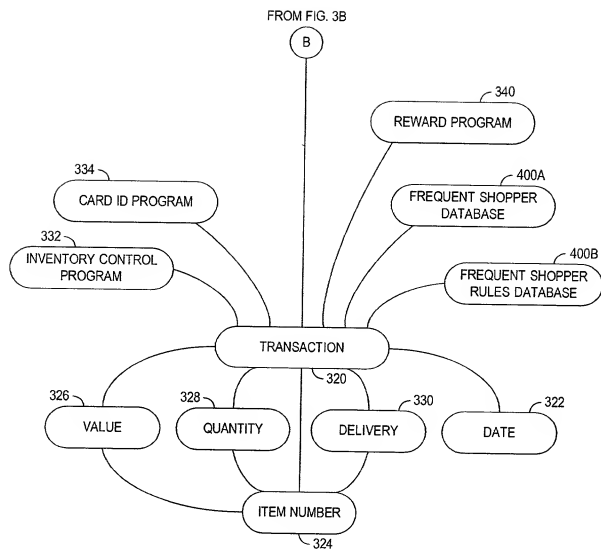


FIG. 3C

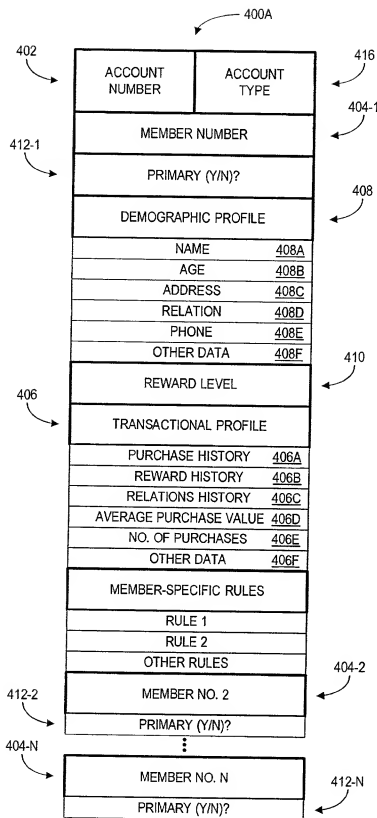


FIG. 4A

PHYSICAL PRESENCE RULES	450
PRESENCE REQUIRED FOR REWARD (Y/N)?	
NUMBER REQUIRED TO BE PRESENT = AAA	
PRIMARY REQUIRED TO BE PRESENT (Y/N)?	
OTHER PHYSICAL PRESENCE RULES	

TRANSACTION RULES	460
TOTAL TRANSACTION VALUE \geq BBB	
ENHANCED REWARD TRANSACTION ITEMS = ER1, ER2, ER3,...ERX	
DEGRADED REWARD TRANSACTION ITEMS = DR1, DR2, DR3,...DRX	
REQUIRED REWARD TRANSACTION ITEMS = RR1, RR2, RR3,...RRX	
TIME OF DAY PROMOTION	
DAY OF WEEK PROMOTION	
FREQUENCY OF TRANSACTION PROMOTION	
OTHER TRANSACTION RULES	

REWARD RULES	470
REWARD ACCRUAL RULES	
REWARD TIER RULES	
REWARD ALLOCATION RULES	
REWARDS: PRESENT DISCOUNT, FUTURE DISCOUNT, COUPON, FREQUENT Flier MILES	
OTHER REWARD RULES/ REWARDS	

FIG. 4B

10037143-110701
10/07/13 14:07:01

AFFILIATION RULES	480
USE OF CREDIT CARD FROM BANK A + X POINTS	
USE OF STORE CREDIT CARD + X POINTS	
AUTOMATIC LINK TO FREQUENT FLIER PROGRAM (Y/N)?	
AUTOMATIC LINK TO AFFILIATER REWARD PROGRAM(Y/N)?	
OTHER AFFILIATION RULES	

FIG. 4C

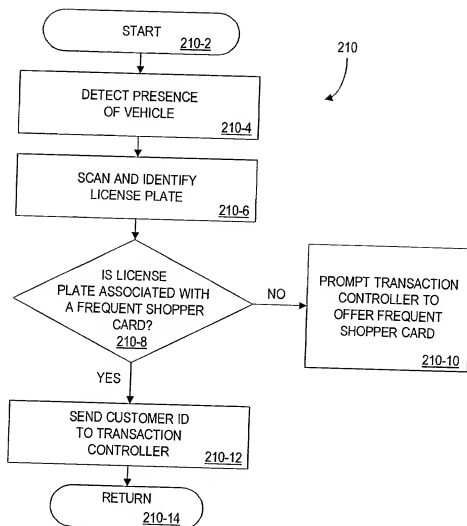


FIG. 5

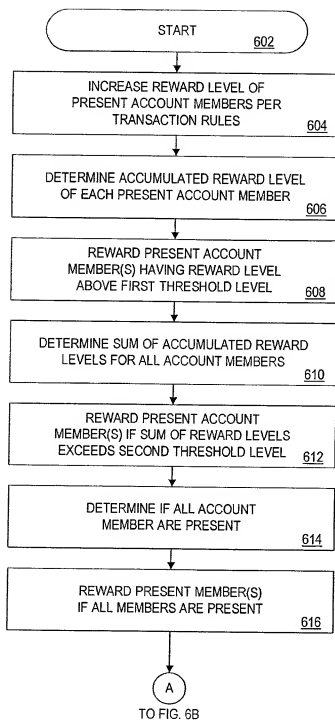


FIG. 6A

FROM FIG. 6A

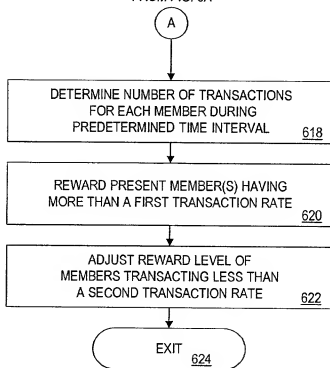


FIG. 6B

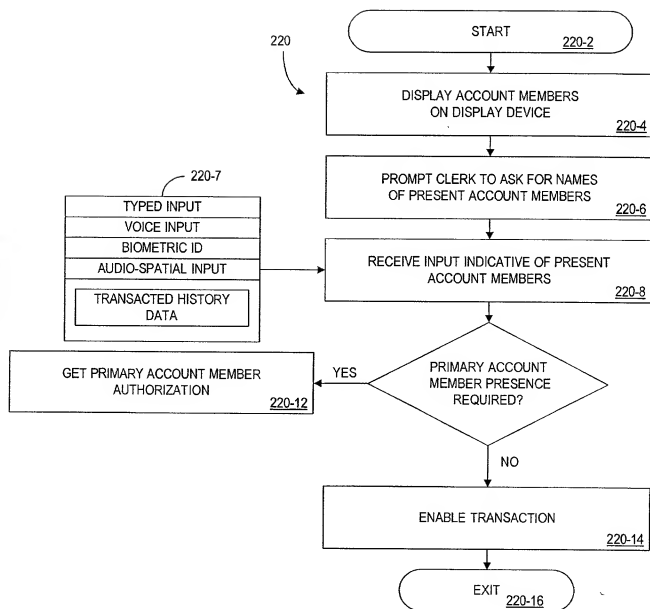


FIG. 7

800

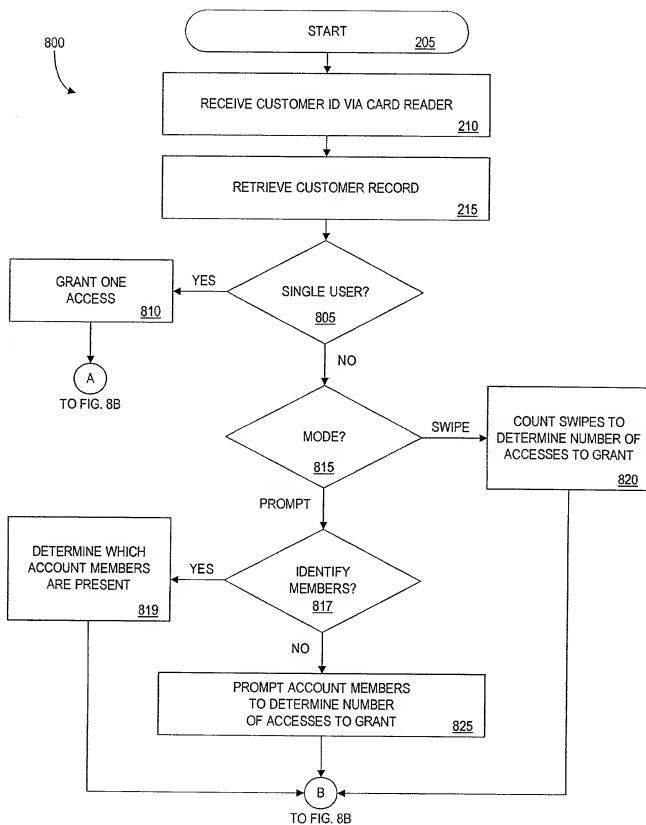


FIG. 8A

10037143.110701

